



For  
*Generations*  
to Come

Our **For Generations to Come** campaign is a multi-year endeavor to steward the lifelong work of Dan & Becky Allender into a long-term future, ensuring the Allender Center's mission to address the impact of trauma and abuse continues into a lasting, collective movement of healing and transformation.

This campaign supports four strategic areas of growth that will carry the art of Narrative Focused Trauma Care® (NFTC) forward –deeply impacting lives, communities, and culture across generations:

- **NFTC Model Research & Publication Project:** Validate, strengthen, and widely share our transformative trauma care framework
- **NFTC Certification Pathway:** Create a new skills assessment pathway for our most advanced learners to become formally *NFTC Certified*
- **NFTC Alumni Ecosystem – Membership & Global Directory:** Mobilize and deepen our impact through connecting and resourcing a growing network of trained alumni in their contexts by developing a searchable directory of NFTC-trained individuals for the public and a continuing education and community membership experience for our alumni
- **Prepare for a Model-Centered Future:** Transition over time from founder-reliance to a lasting movement with broadened reach and influence

# Campaign Progress

## **NFTC Model Research & Publication Project**

- ☒ Retreat to Arc Out Core Concepts & Research Pathways, *Complete Feb '24*
- ☒ Launch Two Studies in Partnership w/Dr. David Wang (Fuller Seminary), *Fall '24-Summer '25*
- ☐ Write & Publish Foundational Article on NFTC in Clinical Journal
- ☐ Year 2+ of Studies
- ☐ Additional Writing & Publications

## **NFTC Certification Pathway**

- ☒ Design Pathway & Assessment Metrics, *Complete Mar '25*
- ☒ Website & Application Launch; *Complete Apr '25*
- ☒ First Group of 85 Applicants Certified, *Complete May '25*

## **NFTC Alumni Ecosystem: Membership & Global Directory**

- ☒ Directory Design & Beta Launch, *Complete Oct '24*
- ☒ Select & Migrate Business to Membership-Capable Platform, *Complete Apr '25*
- ☐ Design Membership Community + Continuing Ed Experience
- ☐ Directory Full Launch (1,500+ invites)
- ☐ Membership Full Launch (1,500+ invites)

## Prepare For a Model-Centered Future

Strategic Transition Plan: Securing the Future of Transformative Story Work

As we look to the future, our vision is to steward what has been built through decades of faithful leadership while preparing the way for this life-changing work to have a deep impact for generations to come. We're planning for a strategic transition that will shift us from a founder-driven business to establishing a model-centered legacy, ensuring long-term sustainability and impact beyond a single voice or leader.

Some of our initial areas of focus, which will continue to grow and be refined during this multi-year project:

- ☒ Trademark Narrative Focused Trauma Care and NFTC, *Complete Jan '25*
- ☒ Mentor & Develop Additional Instructors, *Began Fall '24; Multi-Year Effort*
- ☐ Capture Dan Teaching Evergreen Concepts & Skills
- ☐ Partner with Seminaries, Churches, and Counseling Centers to Offer NFTC Training
- ☐ Develop NFTC Story Work Toolkits
- ☐ Plan for Healing Workshop Succession: Recovery Weeks, Story Workshops, Marriage

# *Five Guiding Priorities*

1.

## **Celebrate and Sustain the Figurehead Founder's Contribution**

We want to make space for Dan to continue teaching, mentoring, and shaping future leaders – as long as he desires – while creating structures that allow the mission to grow beyond one person's primary presence.

2.

## **Anchor our Model in a Lasting Framework**

This movement has always been about more than one person – it's rooted in a transformative approach to healing that has already impacted thousands. We intend to refine, document, and clarify this model so it can be shared more widely, be passed on with integrity, and continue to serve individuals and communities for years to come.

3.

## **Raise Up Next Generation of Leaders**

We need to invest in the development of future facilitators, educators, and thought leaders who can creatively carry this work forward – expanding our reach and representation across diverse communities and contexts.

4.

## **Grow Brand Identity & Public Voice**

We need to build a strong, resonant brand and public presence that transcends any one voice – advancing visibility, credibility, and cultural relevance through a PR strategy and storytelling framework designed to draw more people into the movement of healing and restoration.

5.

## **Fuel a Sustainable Future**

We need to build a strong foundation for lasting impact – diversifying revenue streams, expanding partnerships, and investing in the people, systems, and strategies that will carry this mission forward with greater reach, deeper cultural influence, and long-term sustainability.

# Investment Update

With your partnership, we can build on a strong foundation – ensuring this transformative model continues to bring healing, connection, and cultural change for generations to come. Your support in any amount will help us reach our goal of turning a lifetime of work into a lasting legacy.

**Total Campaign Goal: \$3 Million**

**Raised to Date: \$422,500**

58 households have contributed during the first phase of our work (Jan 2024-May 2025), fueling the accomplishments featured in this report.

**Next Phase Goal: \$500,000**

Give at [theallendercenter.org/give](https://theallendercenter.org/give)  
or by personal check mailable to:  
Allender Center, 1130 Rainier Avenue South  
Seattle, WA 98144

NUMBER OF GIFTS	AMOUNT	TOTAL
2	\$250,000	\$500,000
5	\$100,000	\$500,000
8	\$75,000	\$600,000
10	\$50,000	\$500,000
12	\$25,000	\$300,000
25	\$10,000	\$250,000
40	\$5,000	\$200,000
75	\$1,000	\$75,000
100	\$500	\$50,000
150	\$5-\$499	\$25,000
TOTAL GOAL		\$3,000,000